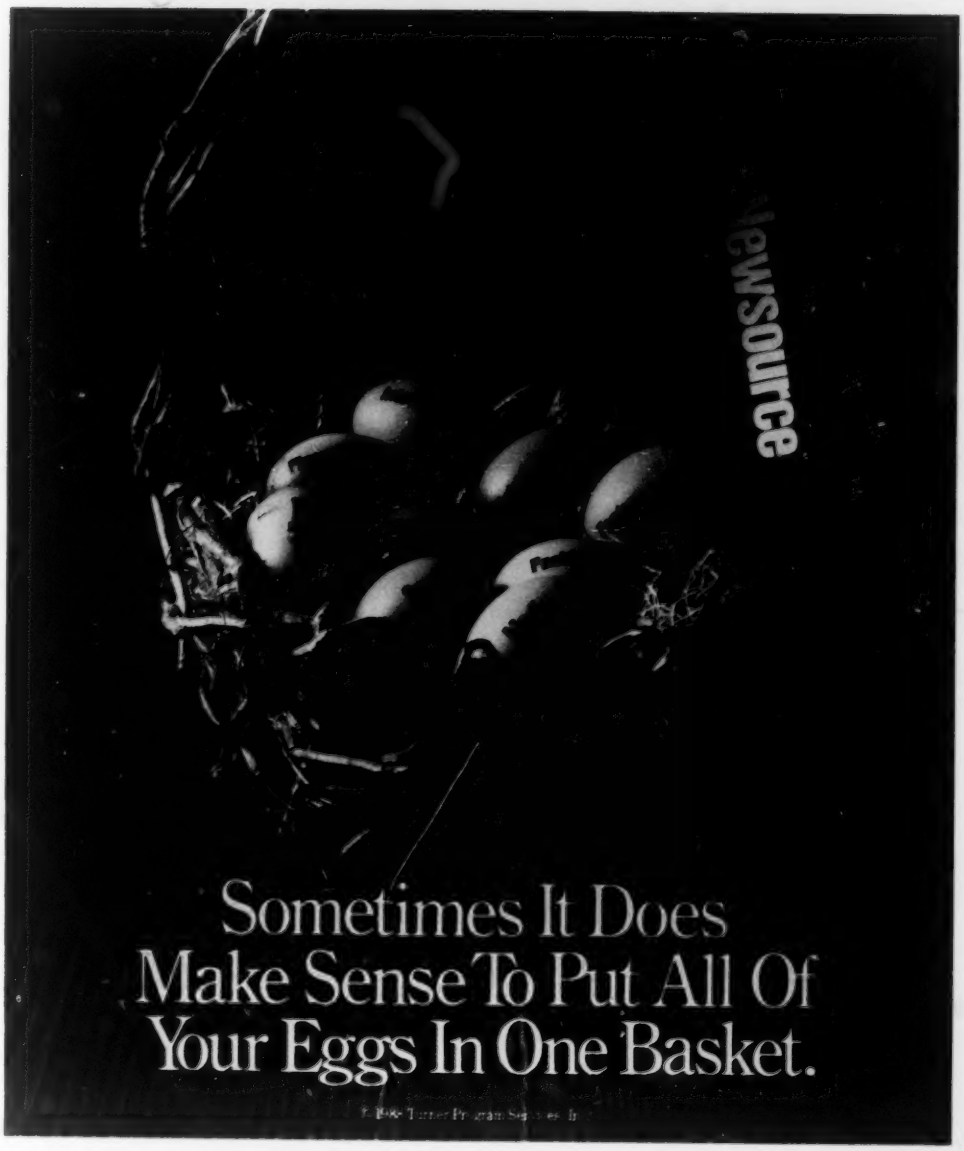
S1250-1
11/18/88

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 14



58th Year 1988

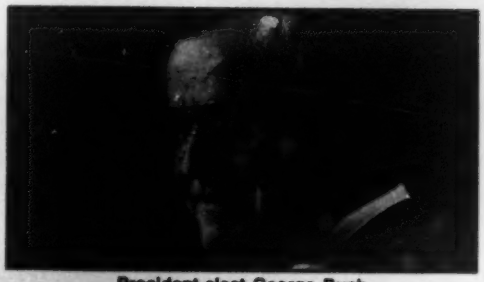
The Bush Presidency: Beginning the transition

At Large: Hollywood's Stephen Cannell

BETHESDA MD 20814
4520 EAST-WEST HWY
CONGRESSNL INFO SRV **SAMPLE
SRI ACD
20814SRI AT8501 ZAZ

Vol. 115 No. 20

Broadcasting Nov 14



President-elect George Bush

Cannell

Election '88...

The 1988 presidential campaign finishes with networks declaring Bush-Quayle victory before polls close on West Coast, renewing calls for uniform poll-closing legislation. PAGE 35.

West Coast view

■ ■ ■ In this interview with BROADCASTING editors, writer-producer-studio owner Stephen Cannell talks about creative process, problems with expanding beyond one-hour form and possibility of moving production into Canada. PAGE 44.

Election aftermath...

Wall Street analysts, cable executives and radio and television broadcasters greet Bush victory with eye on administration's effect on Fifth Estate. PAGE 38.

42/BACK TO NEW YORK

Steve Friedman relinquishes daily management of *USA Today: The Television Show* to program's managing editor, Jim Bellows, and heads back to New York to concentrate on GTG East's development of other projects.

52/ROCKY MOUNTAIN SPORTS NETWORK

Prime Sports Network, new regional sports network, starts tomorrow (Nov. 15) with live NBA basketball game.

55/WINDS OF CHANGE

British white paper proposes extensive changes to UK's radio and television industries.

56/GLOBAL MEDIA PLAN

After making his mark on European television, British billionaire Robert Maxwell sets his sights on U.S. TV programing industry, according to his new European media chief, Mark Booth.

64/KEEPING TABS

HBO President E. Thayer Bigelow Jr. says his pay TV network's business remains strong as it adapts to changing marketplace.

65/WHAT'S NEW

NuCable Resources says it will supply news and information inserts on retail, real estate and employment topics for cable operators to integrate into their classified advertising channels.

66/DUAL IDENTITY

MCA, owner of WWOR(TV) Secaucus, N.J., goes after New York audience while increasing its New Jersey presence.

68/V FOR VETO

Citing its incompatibility with First Amendment prohibitions against content regulation, President Reagan vetoes bill that would have reimposed commercial limits on children's TV programing. His action stuns some Capitol Hill and industry groups.

61/LOCAL RADIO PUSH

Role of local radio station associations has become increasingly important in many markets, especially as groups become more organized and more active in marketing.

73/WORK STOPPED

Citing more pressing issues, Environmental Protection Agency stops work on development of federal standard limiting level of public exposure to RF radiation from radio and TV stations.

74/MEETING THE MESSENGER

Study group finds presidential press conferences as used by President Reagan seriously flawed; calls for more news conferences to be held in less formal setting in future.

103/DOWN TO EARTH

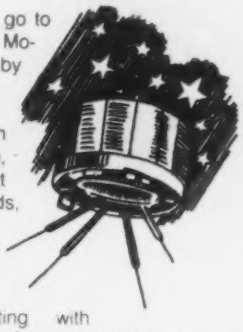
With ownership of cable systems, cable networks and TV and radio stations, and chain of more than 500 movie theaters here and abroad, Viacom Chairman Sumner Redstone is among industry's most powerful. He is also, according to one colleague, "one of the most regular guys you can imagine."

DEPARTMENTS

Advertisers Index	102
At Large	44
Business	64
Cablecastings	58
Changing Hands	80
Closed Circuit	10
Datebook	26
Editorials	106
Fates & Fortunes	99
Fifth Estater	103
For the Record	84
In Brief	104
International	55
Journalism	74
Law & Regulation	68
Masthead	22
The Media	79
Monday Memo	24
Open Mike	30
On Radio	61
Programing	52
Riding Gain	63
Satellite Footprints	82
Stock Index	78
Syndication Marketplace	54
Technology	73
Where Things Stand	14

Broadcasting (ISSN: 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $70, two years $135, three years $190. Canadian and other international subscribers add $20 per year. U.S. and possessions $235 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* $110, *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Postmaster: please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.

video programing by only one-foot downlinks, thereby expanding current consumer home satellite market well beyond current two million.



Hughes's plan will go to parent, General Motors, for approval by end of year.

GE Americom might have beaten Hughes to punch, launching 60-watt Ku-band DBS birds, K-3 (as early as January 1990) and K-4 (both already under construction), marketing with HBO joint venture, Crimson Satellite Associates, to provide service to both cable industry and home dish owners (owning three-foot dishes), with cable likely retailers.

Hughes says GE service would only be "interim" step toward its 200-watt service. Hughes and GE agree on need to bring together "business system," including programers and cable operators.

Before end of year, FCC hopes to rule on April 8 round of five new applications, offering up to 32 channels in each of eight orbital slots in DBS arc.

High-Definition TV

■ Advanced Television Test Center, project cosponsored by NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations, moved into temporary offices in same Alexandria, Va., building that houses PBS headquarters on Oct. 31. Permanent site for ATTC's headquarters is to be found by mid-1989, when center will provide facilities for Advanced Television Systems Committee (ATSC) and FCC's advisory committee on advanced television services to test HDTV and EDTV systems.

Consortium formed by several cable system operators, Cable Television Laboratories Inc. (Cable Labs), has been organized to perform HDTV transmission tests and other cable TV research and development. Temporary offices for group have been established in Boston with permanent test facilities also still in formative stage. Some have suggested that ATTC, Cable Labs and test representatives from satellite transmission companies form joint lab to provide central location for HDTV testing.

Analysis subgroup of ATS committee's systems subcommittee has received submissions for 14 proposed HDTV or EDTV transmission systems and seven other audio- or video-only subsystems. Each of 14 full systems will be studied in depth by analysis group during scheduled meeting for Nov. 14-18 in Washington.

FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

At same time, FCC released inquiry asking which of four high-definition transmission methods will be most suitable: one 6 mhz channel; 6 mhz channel with 3 mhz augmentation channel; 6 mhz channel with 6 mhz augmentation channel, or 6 mhz NTSC channel and simulcast noncompatible high-definition 6 mhz channel. Comments on issues raised in inquiry are due Nov. 31.

Telecommunications Subcommittee held hearing in September focusing on economic and trade implications of new technology. Subcommittee Chairman Ed Markey (D-Mass.) expressed desire to see U.S. industry take part in development and manufacture of HDTV equipment. Markey has asked Electronic Industries Association, American Electronics Association and Semiconductor Industry Association to submit report (no later than Jan. 4, 1989) recommending policy that would encourage U.S. activity in area. FCC's HDTV advisory task force and NTIA also were asked to prepare report on subject.

Home Satellite

■ Giving shot in arm to struggling home satellite industry, 100th Congress passed copyright legislation authorizing transmission of broadcast television signals via satellite to backyard dish owners. (As of last week President Reagan had until Nov. 18 to sign bill in order for it to become law.) Under its terms, independent television signals can be beamed to any of more than two million dish owners, but network affiliate signals can only be delivered to those in "white areas"—those not able to receive network programing off air and not choosing to receive it via cable.

Other legislation designed to help home satellite industry did not fare as well. S.889 died in Senate after lawmakers voted 43 to 36 to table measure. In unexpected move, bill's chief proponent, Senator Al Gore (D-Tenn.), offered it as amendment to tax legislation on Friday evening, Oct. 7. It would have required cable programers to permit any qualified third

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CPs[1]	TOTAL*
Commercial AM	4,915	278	5,193
Commercial FM	4,116	606	4,722
Educational FM	1,356	265	1,621
■ Total Radio	10,387	1,149	11,536
FM translators	1,625	439	2,064
Commercial VHF TV	543	19	562
Commercial UHF TV	506	205	711
Educational VHF TV	119	7	126
Educational UHF TV	214	29	243
■ Total TV	1,382	260	1,642
VHF LPTV	109	164	273
UHF LPTV	290	1,165	1,455
■ Total LPTV	399	1,329	1,728
VHF translators	3,060	109	3,169
UHF translators	2,198	338	2,536
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†

Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	6,000
Household penetration†	52.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

party to distribute their services to backyard dish (TVRO) owners.

Momentum behind S 889 was believed to have weakened because of announcement that National Rural Telecommunications Cooperative (noncable distributor serving dish owners) had closed deals with five leading cable programers. move many observers feel persuaded lawmakers that congressional intervention is unnecessary.

Indecency

President Reagan signed into law on Oct. 1 congressional spending bill that requires FCC to enforce its indecency policy around clock (BROADCASTING, Oct. 3). FCC has until Jan. 31, 1989 to issue new set of indecency rules. NAB and other media groups plan court challenge of law's constitutionality.

Many broadcasters joined FCC in its belief that new law is "constitutionally suspect" in light of recent case law. U.S. Court of Appeals in Washington had affirmed FCC's tougher indecency enforcement policy based on premise that FCC could not ban indecency, but could channel it to times of day when few children were in audience. But court remanded case to commission to justify midnight-to-6 a.m. "safe harbor." In light of congressional action, FCC may not go ahead with its remand rulemaking.

Land Mobile

Last fall, FCC delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until completion of report on whether UHF channels in question will be needed for broadcasting high-definition systems. But report released in June by FCC's advisory committee on advanced television service advised commission not to act because it is too early to know how much spectrum broadcasters will need. During special meeting on HDTV issues, FCC decided to follow report's advice (BROADCASTING, Sept. 5).

Low-Power TV

FCC's nine-day "window" for LPTV applications closed June 24, but not before 1,004 were received. Initial processing has been completed: 500 were directly grantable and have been put on public notice as of Friday, Sept. 30. If no petitions to deny are filed within 30 days, those grants become CP's.

Of remainder, approximately 335 were returned because of filing errors and 165 are going to lottery. Possibility of another window for filing is imminent, perhaps as soon as December. Community Broadcasters Association convention was to be held in Las Vegas Oct. 25-28. Fifteen low-power stations are signing on each month, according to CBA.

Mergers and Acquisitions

■ MSO's United Cable (UCT) and United Artists Communications Inc. (UACI) signed definitive agreement March 8 to merge into new company, United Artists Entertainment Co. (UAE). Under terms of agreement amendment announced Sept. 19, UACI stockholders would exchange each share for one share each of class A and class B common stocks—class B stock convertible into class A and carrying 10 votes per share compared to class A stock's single vote. UCT stockholders have option to receive either $35 cash or one share apiece of A and B stock in UAE, with right to put that stock to Tele-Communications Inc. TCI has expanded UCT ownership to 41% share as of July 29. TCI owns roughly two-thirds of UACI and would own majority of newly formed UAE. Setup of class A and class B stocks is designed to preserve TCI's majority vote in UAE while permitting convertible bond financing. UCT and UACI await SEC approval of new securities. Merger is also subject to shareholder approvals.

■ Tele-Communications Inc. (TCI) and Comcast have closed purchase of SCI Holdings (fourth largest MSO serving 1,480,000 subscribers) from Kohlberg Kravis Roberts & Co. (KKR) and other owners. Price, including assumed debt, is $2.8 billion. Companies said that SCI's Connecticut systems, transfer of which was blocked by state's Department of Public Utility Control (DPUC), have been placed in trust pending resolution of transfer issues. DPUC objected to concentration of TCI's ownership in state. Tentative plan is for

Continues on page 84.

Completed:

over Two Billion dollars in television station sales.

— Privately negotiated.

HOWARD E. STARK

Media Brokers—Consultants

575 Madison Avenue New York, N.Y. 10022 (212) 355-0405

The Fifth Estate

Broadcasting

incorporating

TELEVISION

Founder and Editor
Sol Taishoff, *(1904-1982)*

1705 DeSales Street, N.W. Washington 20036
Phone: 202-659-2340
Editorial department fax: 202-429-0651
Administrative department fax: 202-331-1732

□

Lawrence B. Taishoff, *publisher*

Editorial

Donald V. West, *managing editor*
Mark K. Miller, Harry Jessell, *assistant managing editors*
Leonard Zeidenberg, *chief correspondent*
Kira Greene, *senior news editor*
Matt Stump, Kim McAvoy, John S. Eggerton, *associate editors*
Susan Dillon, Adam Glenn *(international), assistant editors*
Randall M. Sukow *(technology),* **Peter D. Lambert, Lucia Cobo,** *staff writers*
Kristina I. Hoyt, *editorial assistant*
Anthony T. Sanders, *systems manager*
Todd F. Bowie, Ed Kaitz, *production*

Broadcasting ■ Cablecasting Yearbook

David Seyler, *manager*
Joseph A. Esser, *associate editor*
Deborah Segal, Tracy Turner, Paul Muller, *editorial assistants*

Book Division

David Dietz, *manager*

Advertising

Washington
Robert (Skip) Tash, *Southern sales manager*
Doris Kelly, *sales service manager*
Debra DeZarn, *classified advertising manager*

New York
David Berlyn, *senior sales manager*
Charles Mohr, Stacey Kibel, *sales managers*

Hollywood
Tim Thometz, *sales manager*
Schiff & Associates, *(Western Equipment and Engineering) 213-393-9285*

Circulation

Kwentin K. Keenan, *circulation manager*
Patricia Waldron, *data entry manager*
Keith Brody, *subscription service manager*
Joseph Kolthoff, Vardell McPhatter

Production

Harry Stevens, *production manager*
Rick Higgs, *production assistant*

Administration

David N. Whitcombe, *vice president/operations*
Philippe E. Boucher, *controller*
Tracy Henry, *assistant controller*
Albert Anderson, *office manager*
Nancy Miller, *personnel administrator*
Knar Gelenian, *administrative assistant to the publisher*
Shaun Gehan

Corporate Relations

Patricia A. Vance, *director*

Bureaus

New York: 630 Third Avenue, 10017
Phone: 212-599-2830
Fax: 212-599-2837
Geoff Foisie, *chief correspondent*
Scott Barrett, Rich Brown, George Mannes, *staff writers*
June Butler, *advertising assistant*
Cecelia Tyson

Hollywood: 1680 North Vine Street, 90028
Phone: 213-463-3148
Fax: 213-463-3159
Tim Thometz, *Western sales manager*
Sandra Klausner, *editorial-advertising assistant*
Stephen McClellan, *chief correspondent*
Steve Coe, *staff writer*

International Advertising Representatives

Europe and United Kingdom: Lucassen International, John J. Lucassen, Kamerlingh Onneslann 67, 1171 AC Badhoevedorp/Amsterdam, Netherlands. Phone: 31(2968)9 6226. Telefax: 31 (2968)9 3617. ■ *Japan: Masayuki Hanhara, Yukari Media Inc., 9-4-302, Miyakojima-kitadori 2 chome, Miyakojima, Osaka 534 Japan. Phone: (06) 925-4452. Telex: 02423928.*

□

Broadcasting Publications Inc.
A Times Mirror Business Publication
Lawrence B. Taishoff, *president*
Donald V. West, *vice president*
David N. Whitcombe, *vice president*

Founded 1931. *Broadcasting-Telecasting*® introduced in 1946. *Television*® acquired in 1961. *Cablecasting*® introduced in 1972. □ ® Reg. U.S. Patent Office. □
Copyright 1988 by Broadcasting Publications Inc.

preemptions," said George Newi, ABC senior vice president, affiliate relations. Newi cited several reasons for the increase in preemptions. The first, he said, "was [that] some stations made contracts for syndicated programing to cover themselves should the strike last longer than it did," and secondly he said, "other stations bought syndicated shows to fill in during the time after the strike and before the new network schedule premiered."

The 25th anniversary of John F. Kennedy's death has spawned a number of specials, one of which aired two weeks ago, called *Who Murdered J.F.K.?* by Saban Productions. The special was carried by a number of affiliates, including ABC's WTNH-TV New Haven, Conn. "We purchased the show in the summer during the strike, when no start date to the season was set," said Lou Freifeld, WTNH-TV president and general manager. The station preempted the season premiere of *Head of the Class* and a repeat of *The Wonder Years* to air the Kennedy feature.

"We don't normally preempt network programing," said Freifeld, "especially premieres." He said: "If we had known when the network was going to air its premieres we probably would have passed on the special. It's not in our best interest to preempt the network, especially this year when we think ABC is in a good position to challenge NBC."

Who Murdered J.F.K.? was also carried by KOVR-TV, the ABC affiliate in Sacramento, Calif. "We usually have a very strict policy against preemptions," said Joanne Jackson, KOVR-TV program director, adding: "But as the strike lingered on, we looked at some of the syndicated specials." Jackson said the station aired the special on a tape-delay basis "so we wouldn't have to preempt the *Head of the Class* premiere."

Harmony Gold's *The Secret Identity of Jack The Ripper* started selling to stations at

Astaire with partner Barrie Chase

Dancing again. Some 30 years after they originally aired, and after recently having gone through a rigorous restoration process, three critically acclaimed television specials starring Fred Astaire will re-air on the Disney Channel. The first of the three, *An Evening With Fred Astaire*, premieres on Nov. 27 at 9 p.m. ET. It first aired in 1958 and won nine Emmy awards, including outstanding single program. The other two, *Another Evening With Fred Astaire* (1959) and *Astaire Time* (1960) will appear on the Disney Channel on Dec. 18, and Jan. 8, 1989, respectively.

The specials are part of a seven-week tribute to Astaire on the Disney Channel. In addition to the three specials, the tribute, *Hats Off to Fred Astaire*, also includes seven movies and two documentaries. The Disney Channel will make *An Evening With Fred Astaire* and other programing available to basic cable households as part of a free eight-day Holiday Preview which runs from Nov. 27 through Dec. 4. Bruce Rider, vice president of The Disney Channel, described the tribute as "probably the most comprehensive portrait of Astaire's career that has ever been presented on television."

The specials have been unavailable for rebroadcast because the recordings are incompatible with modern videotape machines. The three specials were also recorded in color at a time when the majority of households had black and white sets. The UCLA Film and Television Archive, in an 18-month project described as combining "detective work with technical wizardry," restored the programs. The restoration involved modifying today's two-inch videotape machines to play back the tapes and achieve a high-quality image.

"The two-inch masters on which these shows were recorded may be the oldest surviving color videotapes," said Robert Rosen, director of the UCLA archives.

Week seven goes to NBC; CBS wins news

Nielsen		Net	Nielsen		Net
1.	25.9/41	N Cosby Show	42.	12.2/21	N Miami Vice
2.	24.1/36	A Roseanne	43.	12.1/21	C Meet the Raisins
3.	22.7/34	C 60 Minutes	44.	12.1/17	N Day by Day
4.	22.7/35	N Different World	45.	12.1/18	N Super Bloopers and Jokes
5.	22.6/39	N Golden Girls	46.	11.7/18	C Coming of Age
6.	22.3/34	A Who's the Boss?	47.	11.7/16	C Equalizer
7.	21.8/33	N Cheers	48.	11.2/17	N Baby Boom
8.	21.4/31	C Murder, She Wrote	49.	11.0/16	A Mission: Impossible
9.	21.3/37	N Empty Nest	50.	10.9/19	C America: Charlie Brown
10.	20.1/31	A Growing Pains	51.	10.8/17	C Paradise
11.	20.0/34	N L.A. Law	52.	10.1/17	C CBS Monday Movie
12.	18.7/35	N Hunter	53.	10.0/18	A Murphy's Law Special
13.	17.7/26	A Head of the Class	54.	9.4/14	F America's Most Wanted
14.	17.2/27	N Dear John	55.	9.4/13	F Married... With Children
15.	16.5/29	N Amen	56.	9.4/17	N Tattinger's
16.	16.3/26	N NBC Tuesday Movie	57.	9.3/14	A Incredible Sunday
17.	16.1/26	C CBS Sunday Movie	58.	9.1/14	C 48 Hours
18.	15.8/26	C Dallas	59.	9.0/14	A World's Greatest Stunts!
19.	15.7/26	C Knots Landing	60.	9.0/14	F 21 Jump Street
20.	15.7/25	N NBC Monday Movie	61.	9.0/15	N Something Is Out There
21.	15.5/25	A ABC Sunday Movie	62.	8.9/16	A Crimes of the Century
22.	15.4/29	A Monday Night Football	63.	8.5/15	C Dirty Dancing
23.	15.3/26	A Full House	64.	8.1/15	A Police Story
24.	15.1/24	N ALF	65.	8.1/12	C Van Dyke Show
25.	15.0/26	A 20/20	66.	8.1/14	N Sonny Spoon
26.	14.9/24	C CBS Tuesday Movie	67.	8.0/12	C Annie McGuire
27.	14.4/23	N NBC Sunday Movie	68.	7.6/12	C High Risk
28.	14.3/25	A Perfect Strangers	69.	7.4/13	A 1988 Vote: One Week Away
29.	14.3/25	N 227	70.	7.3/14	C West 57th
30.	13.8/21	A Wonder Years	71.	6.8/12	C Raising Miranda
31.	13.7/25	C Wiseguy	72.	6.5/12	N Lyndon LaRouche
32.	13.6/23	A Mr. Belvedere	73.	6.4/11	C Simon and Simon
33.	13.6/21	N Unsolved Mysteries	74.	5.9/9	N Decision '88: Countdown
34.	13.5/19	N Family Ties	75.	5.7/10	A Cary Grant: A Celebration
35.	13.1/20	A Mrs. America Pageant	76.	5.6/8	F Gary Shandling Show
36.	12.9/23	C Falcon Crest	77.	4.6/7	F Tracey Ullman Show
37.	12.8/20	A Dynasty	78.	4.2/7	F Reporters
38.	12.8/21	A Just the Ten of Us	79.	3.7/7	C LaRouche: Paid Political
39.	12.5/20	A MacGyver	80.	3.7/6	F Duet
40.	12.5/19	N Night Court	81.	2.7/5	F Beyond Tomorrow
41.	12.2/20	C Newhart			

©1988 Nielsen Media Research

Meet the man who's played a million games

Broadcast games are Norm Clavir's only business. Find out about

- Bingo Express™ for television
- Bingo Break™ for TV and cable
- Mini Bingo® for radio
- Radio Racetrack™ for radio

Pre-recorded games, ready to go to air. We custom print game tickets to build audience and advertiser loyalty. And generate bottom line revenue with self-liquidating coupons. Call Norm Clavir or Bob Ardrey today to get your game on for a first quarter boost.

1-800-443-4258

In California 1-619-564-4393/ In Canada 1-416-438-3934